

# 1995 BRAND BUDGET

ADVERTISING = ~~11,100~~ \$ 25,300.0

EVENTS = \$ 1,900.0

RETAIL = ~~1,800~~ 13,000

COUPONING = \$ 400.0

CONTINITY = \$ 11,600

DIRECT MAIL = \$ 16,600

ARTWORK/PUS = ~~\$ 2,100~~ \$ 2,100

OTHER = \$ 800.0

\$ 71.7

1,800  
4,800  
4,500  
500

2072407488

~~1,600~~  
~~1,550~~  
~~1,500~~

11,100  
4,500  
6,600  
4,800  
1.8

6,600 - 94  
5,000 - 95  
11,600